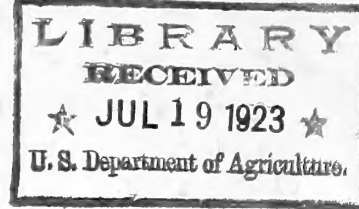


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TO THE TRADE

of Morello carnation.

THIS, OUR FIRST INTRODUCTION, will surely prove a success, as we have proof for it. It has been grown by others even more successfully than by us; and a carnation which can show up so well in a locality like ours is a success. ✂ The severe drought sweeping over us in the Summer from the South-west and the extreme dull, foggy Winters we have in Western Michigan ✂ make it very hard to compete with those more favorably located. ✂ In the face of all this "Morello" has received seven and nine dollars per hundred in the Chicago market ✂ and it has sold in our own market at retail for \$1.25 per dozen, when others sold for 25 to 35 cents. ✂ We may state that local florists of any importance have left their orders as soon as we put it on the market, ✂ and we ask all who may read the Testimonials on the third page of this circular to read them carefully and be convinced. ✂ We may further state that it has been certificated at Chicago, Milwaukee and Cleveland flower shows, ✂ and we are sure that "Morello" will take the premiums offered for a scarlet next season in the leading exhibitions. ✂ ✂ We advise all growers to get in a stock of it and be in it. ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂ ✂



Hopp & Lemke,

EAST GRAND RAPIDS, MICH.



THE ABOVE HOUSE WAS TAKEN OCTOBER 10.

November 2nd, 1896.

HOPP & LEMKE:

Gentlemen—It gives us great pleasure to say that we have watched with much interest your new carnation, Morello, for the past four years, and have had a few plants on trial now for the second season in our own Greenhouses. We have seen Morello growing in four different soils and under different conditions of temperature, also in benches and solid beds and under every condition it has far surpassed any other Scarlet Carnation we have ever seen. The plants are of strong, robust and upright growth; the foliage covered with a heavy bluish lustre, and the flowers borne on very long and strong stems. The blooms are produced very freely for such large flowers which are three inches or over in diameter. In color it is a bright scarlet when first open, becoming slightly darker with age. It lasts well either on the plant or after being cut. Altogether we believe it to be a decided improvement over anything now on the market, and the scarlet carnation of the future.

Yours truly, GEO. HANCOCK & SON,
Grand Haven, Mich.

November 5th, 1896.

MESSRS HOPP & LEMKE:

Dear Sirs—I was very much pleased with a visit to your Greenhouses and especially with your new carnation Morello. Although I have watched this carnation for the last four years with much interest, it seems to be much better this year than ever before; the quantity of buds, length of stem, health and vigor of foliage, size of flower, seem to be all that could be desired in a carnation. I consider it the scarlet carnation of the future.

Yours respectfully, HENRY SMITH,
Grand Rapids, Mich.

March 5th, 1896.

MESSRS. HOPP & LEMKE:

Gents—I received fifty carnations of your Morello from you today—the finest carnation I ever saw. I will give you five cents for all you can send me. I would like to make some arrangements with you to grow some for me next season.

Yours truly, GEO. LEADLY,
Detroit, Mich.

AMERICAN FLORIST MARKET REPORTS.

Chicago, Ill., March 16, 1895.

Hopp & Lemke are sending into our market some splendid seedling Carnation blooms; whether any of these have been named we are unable to say. There is one red variety that is simply magnificent.

The color is probably as true a red as may be found in a carnation. You may call it a dark scarlet or a light crimson. The flower is nicely fringed and of enormous size, borne on long stout stems which show a robust growth. A bunch of fifty, which was recently received by T. J. Corbrey, created quite a sensation amongst the growers and dealers who saw it. Few of the flowers measured less than three inches across, and several of them three and one-half and four inches over the top. Now these flowers were not selected as a show bunch; the flowers having been sent in a consignment to be sold.

Chicago, Ill., April 20, 1895.

Carnations heavy in demand and in good supply, ruled at top quotations from start to finish. In quality you had your choice. There was extra fine fancy at 4 cents; (Hopp & Lemke's red seedling brought 6 cts.); fine extra commons at 3 cts., and fairly good at 2 cts.

Chicago, Ill., January 11, 1896.

Among the fancy carnations coming in is a red seedling from Hopp & Lemke, which appeared first in our market last winter. It is a remarkably fine bloom in all respects, and is eagerly bought in preference to any other red.

Chicago, Ill., February 1, 1896.

Chicago Florist Club Meeting. Morello was a new rich scarlet exhibited by Hopp & Lemke. The color is certainly fine, flowers large and stem good. A plant on exhibition showed a good habit.

FROM THE AMERICAN FLORIST, NOV. 28.

New Carnation Morello. This red seedling carnation is a cross between President Garfield and a crimson seedling, and originated with Messrs. Hopp & Lemke, East Grand Rapids, Michigan, five years ago. They have grown it during that time for cut flowers, and the blooms sold so well in the Chicago market and so many inquiries were made about it that the originators have decided to disseminate it. The blooms sent to the Chicago market have been uniformly excellent; color very taking; blooms large, of good form, fragrant and borne on long, stout, wiry stems. The flowers have regularly commanded the highest price of any carnation in the Chicago market, and the growers have found it healthy and vigorous. It is certainly a very promising variety. The accompanying engraving is from a house of the variety at the originators.

FLORIST EXCHANGE.

Chicago, Ill., February 1, 1896.

Chicago Florist Club Carnation Meeting. Hopp & Lemke sent Morello, a scarlet; habit good; plant was also shown.

November 28, 1896.

Hopp & Lemke's Morello, the new red, created much interest.

DESCRIPTION of

Morello

✕ Carnation.

This new red seedling is a ✕ cross between Garfield and a crimson seedling, and originated with us five years ago. ✕

Color, Scarlet.

Form is perfect, petals nicely fringed.

Fragrance, Sweet and pleasing.

Size of Bloom, 3½ inches and over.

Calyx is good.

Stem, Very long, strong and wiry; carries flower well.

Foliage, Has a bluish-green lustre.

Habit of Growth, Strong ✕ and healthy, ✕ and a continuous bloomer.

Cuttings root easy.

PRICE—\$1.50 per doz.; \$10.00

✕ per 100; \$75.00 per 1,000.

Rooted Cuttings ready March 1. ✕ ✕

Terms, Cash before shipment.

Postal or express orders to be made payable at Grand Rapids.

Thopp & Lemke,

EAST GRAND RAPIDS, MICH.

